



SAVE ~ the ~ DATE

LOCATION

Los Angeles Trade
Technical College
(LA Trade Tech)
400 W. Washington Blvd.
Los Angeles, CA 90015

DATE

September 7, 2013 (Saturday)

TIME

9 AM - 5 PM

Lunch is provided for participants
who register before 8/30.

COST

This event is **FREE** for market
owners, managers and staff

PARKING

Free parking available in
LATTC lot on west side of Olive
Street between Washington &
21st street. No permit needed.

REGISTER

BY PHONE

323 - 452 - 3890

BY EMAIL

healthymarkets@goodfoodla.org

ON EVENTBRITE

neighborhoodmarkets2013
.eventbrite.com

Healthy Neighborhood Network presents:

HEALTHY FOOD, HEALTHY BUSINESSES

BUSINESS & LEADERSHIP TRAINING FOR NEIGHBORHOOD MARKETS

- GROW YOUR BUSINESS
- IMPROVE YOUR MARKET
- NETWORK WITH INDUSTRY PROFESSIONALS
- ATTRACT MORE CUSTOMERS
- BE A **HEALTHY FOOD CHAMPION** IN YOUR COMMUNITY



Photo of Mama's Chicken

Are you a neighborhood market looking to take your business to the next level? Have you ever wanted to sell more food products but not sure how to get started or how to make money doing it? The Los Angeles Food Policy Council presents a full day of powerful speakers, exciting workshops, and networking opportunities for independent market owners

and their staff. Whether you operate a convenience store or neighborhood market, this event will provide you with the skills, resources and connections needed to upgrade your business and successfully introduce healthy food products at your store.



Topics to be covered:

- | | |
|-----------------------------|----------------------|
| Hot Trends in Food Industry | Customer Loyalty |
| Permits | Vendor Relationships |
| Marketing | Store Design |
| Produce Management | Product Display |
| Merchandise Strategy | And more! |
| Pricing Strategy | |



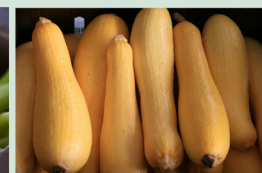
Photo by USDAgov (Flickr)



Photos by DCCentralKitchen



(Flickr)



The Healthy Neighborhood Market Network is a project of the Los Angeles Food Policy Council that connects independent food retailers, community groups and residents in order to revitalize neighborhood markets as community serving healthy food retailers. "The Network" is a resource for store owners to build skills, access resources and grow as business professionals. The Healthy Neighborhood Market Network training series is generously supported by Citi Community Development and the JIB Community Building Initiative.

www.communitymarketconversion.org



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장소

LA Trade Tech
(LA 트레이드 테크 대학교)
400 W. Washington Blvd.
Los Angeles, CA 90015

날짜

토요일, 9월 7일, 2013

시간

9 AM - 5 PM. 8/30까지
등록하시면 점심식사 무료
제공됨

수수료

FREE. 상점 소유주, 매니저
와 직원은 무료입장입니다!

주차

FREE PARKING. Olive St.
west 쪽에 있는 LATTTC 랫.
Washington 과 21st St 사이.
퍼밋 없이 주차 가능.

등록

전화로.....323 - 452 - 3890

EMAIL으로...
healthymarkets@goodfoodla.org

EVENTBRITE으로...
[neighborhoodmarkets2013
.eventbrite.com](http://neighborhoodmarkets2013.eventbrite.com)

건강한 이웃 시장 만들기 네트워크 (HNMN) 가 제공하는:

**건강하고 신선한 식품
컨퍼런스 및 설명회**

**상점 소유주를 위한
비즈니스 & 리더쉽 컨퍼런스**

- 업소 개선
- 고객유치
- 사업체 확대
- 지역사회에서 건강하고 신선한 식품의 업계 선두자가 되세요!
- 식품업체 전문가들과의 네트워킹

신선한 야채/과일 및 건강한 식품
아이템판매에 대해 관심이
있으시거나 아이디어는 있으시되
막상 시작하기엔 막막하신 분들을
위해 건강한 이웃 시장 만들기
네트워크 (HNMN) 가 full-day 강의,
네트워킹 및 워크숍을 진행합니다.



Photo of Mama's Chicken

자영업자분들과 마켓 관리진 모두를 위해 마케팅, 업소관리,
관련자료 및 네트워킹등의 정보를 받아가시고,
건강하고 신선한 식품입고를 통해 수익을
올리고 업체를 향상하시길 바랍니다.



Photo by USDAgov (Flickr)



컨퍼런스 강좌내용:
- 식품업계 최근 트렌드

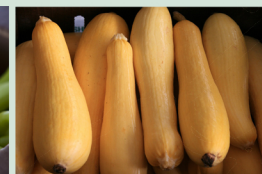
- Permits (허가증)
- 마케팅 및 제품가격 관리
- 고객유치
- 공급업체 / 파트너 관리
- 등등...



Photos by DCCentralKitchen



(Flickr)



건강한 이웃 시장 만들기 네트워크 (HNMN) 는 지역의 식품 판매업체, 식산물
제공업체, 지역사회 단체와 주민들을 한데모아 건강하고 신선한 식품이 잘 공급되고
이용될수 있도록 돕는 공공단체 입니다. 이 네트워트를 통해 사업체가 건강한 식품
입고하는데 도움과 정보를 받아 발전하는데 목표가 있습니다. 이 설명회는 Citi
Community Development 와 JIB Community Building Initiative 의 후원으로 제공됩니다.

www.communitymarketconversion.org